

*Inside  
America's  
Loveliest  
Homes  
with*

**WUNDA WEVE**

HUDSON RUG COMPANY  
242 BROADWAY  
NEWBURGH N.Y. 11760







Wunda Weve—in its exciting new decorator shade, Cinnamon, lends spice to a charming room setting in the Early American tradition at "Woodley", home of Mr. and Mrs. J. Permar Richards, Jr., Villanova, Pa.

**C**ome in to the welcome  
of Wunda Weve

A great open hearth, the spinning wheel by the fire, and Wunda Weve in a sweep of rich, warm color make a room that is irresistibly inviting . . . delightfully different.

Wunda Weve's luxurious texture, its glowing colors, its practicality will set the decorator in you dreaming. And why not? With Wunda Weve, it's easy to have charming picture book rooms of your own.





Miss Day has Wunda Weve in a number of rooms in her stunning Santa Monica home—and throughout her New York apartment.

**W**unda Weve sets a keynote  
of casual elegance for  
Laraine Day at home

In Laraine Day's delightful Santa Monica dining room, Wunda Weve sweeping wall-to-wall creates a background of quiet luxury and warm, friendly charm for gay or formal dining.

You'll find Wunda Weve's richly dramatic texture enhances the simplest setting, makes itself beautifully at home and wonderful to live with—anywhere.



Wunda

Weve

works

decorative

magic

Wunda Weve in restful  
Magic Blue adds to the  
charm of Countess Dorelis'  
lovely bedroom.



COUNTESS DORELIS  
chose Wunda Weve for  
her charming bedroom and  
for the loggia of her home  
in Palm Beach. Delighted  
with its decorative and  
practical qualities, she  
later ordered Wunda  
Weve for other rooms  
in her home.

Bright Gold Wunda Weve  
strikes just the right  
color note for Countess  
Dorelis' sunny loggia.





At the Brian Aherne's

## Wunda Weve's rich texture compliments fine furniture



Use Wunda Weve on your floors and watch everything in your room take on a fresh new look —altogether lovely. The luxurious deep pile breaks up light and shadows into ever-changing, ever-beautiful subtle color variations... does wonderful things for furniture and fabrics.

Mr. and Mrs. Brian Aherne chose Wunda Weve for their living room and for the master bedroom of their Santa Monica home.





Wunda Weve in rich Forest Green adds grace and beauty to Laraine Day's stairway in the modern vein.



Gail Patrick chose Wunda Weve for her traditional stairway as well as for library and den.

## Stairways of the stars—Wunda Weve cushions each step in luxury

Wunda Weve's foot-caressing luxury welcomes each step, hushes each coming-and-going in quiet. And Wunda Weve's ruggedness, its carefree, practical qualities make for sense

as well as beauty on your stairs. The deep, soft pile "loses" footsteps, takes plenty of traffic without showing soil. The sturdy loom woven construction thrives on hard wear.





Mrs. Thomas Barnes, II, of "Four Winds," Gladwyne, Pa., uses Cherry Red Wunda Weve with stunning effect in her unusual dining room.

**W**unda Weve creates exciting  
color drama for striking  
decorative settings

With Wunda Weve's magic color palette, decorative possibilities are endless. Whether it's the drama of vivid contrast you want—or a harmony of soft, subtle hues, Wunda Weve gives you the perfect color answer. No other floor-covering can match Wunda Weve's incomparable "flair" for decorating...not even at twice the price.



Constance Bennett in the living room of her lovely Beverly Hills home, which is carpeted throughout with Wunda Weve.



**W**unda Weve brings  
liveable, long-lasting loveliness  
to your home

When you choose Wunda Weve for your home, you're sure of beautiful rooms for years to come. Wunda Weve's clear, fast colors, the rugged, mothproof cotton pile take plenty of hard wear in stride. Wunda Weve gives you all the practical wearing qualities of fine wool broadloom—along with a decorative beauty, an authentic look of luxury that simply can't be matched in conventional floor coverings.





Mr. Philip Johnson, Director of the Department of Architecture and Design at the New York Museum of Modern Art, uses Wunda Weve to underline a modern decor in his distinctive "Glass House" in New Canaan, Conn.

**I**ndividual decorative  
treatments find perfect  
expression with Wunda Weve

Wunda Weve is a carpet of infinite versatility. Its rugged richness and easy air of elegance are equally effective in extreme modern or traditional settings—and always in perfect taste. Choose it for living room, dining room, bedroom—Wunda Weve will bring freshness, beauty, charm to any background.



# WUNDA WEVE

*is as practical  
as it is beautiful . . .*

It's nice to know that Wunda Weve is not only the loveliest, most room-flattering carpet you can choose for your home—but also a thrifty, practical buy. No other floor covering gives you so much for your money in wear, as well as in decorative value. (And Wunda Weve is the perfect floor covering answer for anyone who is allergic to wool.)

## ***Outwears Quality Broadloom***

Because Wunda Weve is loom-woven through the back and double-locked for extra wearing strength, Wunda Weve's beauty lasts for years—better by actual test than quality wool broadloom costing almost twice as much. The thick cut pile won't ravel, or pull out easily. And Wunda Weve is 100% mothproof.



Photo shows samples of Wunda Weve and a quality wool broadloom after being subjected to 100,000 revolutions on National Bureau of Standards' Wear Testing Machine.



## ***Slow to Soil—Easy to Clean***

Wunda Weve takes plenty of traffic without showing soil. And because dirt does not cling to its selected cotton yarns, Wunda Weve vacuums like a breeze. As with ordinary broadlooms, a standard cushion pad placed underneath your Wunda Weve carpet further simplifies cleaning as well as cushioning wear.

## ***Launders Beautifully***

Wonderful, wearable Wunda Weve can be washed again and again to bright new beauty. Pack it off to your laundry at low bulk rates—or our factory will wash it for you at cost. Scatter sizes can be whisked through your own washing machine at home. Because they are pre-shrunk, Wunda Weve carpets won't buckle shrink, ever. (Residual shrinkage is only about 1%)  
*Location Cleaning:* Wall-to-wall installations are cleaned in the same way as wool. Detergents recommended.



## ***Colors Guaranteed to Satisfy You***

Wunda Weve is made from cotton which is dyed with fast colors before it is either spun or woven. This raw-stock dyeing assures maximum color penetration and delicate hues. This longer, costlier process gives Wunda Weve colors their subtle "glow" and matchless clarity so effective in creating decorative harmony.



*Choose Wunda Weve for wall-to-wall installations, in room sizes, rounds, ovals and scatter rugs. For unusually shaped rooms, you can order Wunda Weve to fit.*





# *Colors Right from a Rainbow for Beauty all through the House*

With Wunda Weve's 13 beautiful colors at your command\* you can work your own decorative magic . . . upstairs, downstairs, all through your home.

Choose Wunda Weve in a bright, vibrant tone to set the dominant color note for a whole decorative scheme. Or use a soft, muted shade as subtle understatement to a striking decor, to create an atmosphere of quiet charm, to tie a room together.

However you use them, Wunda Weve's radiantly lovely decorator-tested colors will make your dream rooms a beautiful reality.

\*You may also have Wunda Weve custom dyed to your order to match any color you want.

**In your home, too, let Wunda Weve  
make the difference . . .**

• COLORS THAT COMPLIMENT—TEXTURE THAT DRAMATIZES

**WUNDA WEVE**

BELRUG MILLS, INC. • GREENVILLE, S. C.





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• COLORS THAT COMPLIMENT—TEXTURES

**WUNDA**

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MUTED BEIGE